

PROPOSAL FOR A COMMUNICATIONS TASK FORCE
BY COUNCILMEMBER BRIDGET NEWTON

December 1, 2009

The City needs to improve how it communicates with residents. Rockville has grown significantly in recent years, and the internal workings of our government have become complex. This has increased the burden on Rockville's citizens to stay informed and have timely input in decisions affecting their immediate neighborhoods as well as citywide. Keeping up with projects as they make their way thru the planning process, finding the right contact person when questions arise, and generally staying informed on city business has become a challenge.

As such, I would like to introduce the idea of creating a Communications Task Force. This body would be tasked with reviewing how the city communicates with residents. This includes all forms of communication including: Channel 11, the city website, Rockville Reports, email notification, etc. The Task Force would be tasked with identifying ways we can notify and involve citizens in the decision-making processes affecting them at earlier stages will move the city forward and into a better relationship with Rockville's citizens.

A Communications Task Force, comprised of seven members nominated and approved by the Mayor and Council, would be charged with reviewing and evaluating the ways Rockville notifies and involves our community in news and actions generated by and disseminated through our government. The Task Force would be asked to prepare a report in a six-month timeframe to be presented to the Mayor and Council in a worksession where findings and recommendations would be addressed and discussed.